

## REVIVE

### THE MAGIK CHILDREN’S THEATRE OF SAN ANTONIO

The Magik Theatre’s presentation of *Resurrection Blues* by Arthur Miller and *La Cinderella* by Richard Rosen showcases the two different experiences offered by Magik Theatre: Theatre for Young Audiences Series for children, and Contemporary Theatre Arts Series for adults.

### SOL CITY SLAM POETS

San Antonio’s Sun Poet’s Society presents the Sol City Slam Team, a slam poetry presentation team. Chris Theall, Elusive, and Rod C. Stryker energize the genre of poetry through a stimulating and visceral performance to engage and invigorate the audience. Founded in 1995, Sol City Slam is an award-winning poetry team and has performed throughout Texas.

### THE URBAN-15 GROUP

This dance and musical group performs traditional and contemporary ethnic dance and percussion. *Carnaval de San Anto*, URBAN-15’s award-winning street dance and drumming performance, brings the Caribbean and Bahia to San Antonio through the carnival rhythms of samba, reggae and cumbia.

## FEATURES

### CREATIVE EXCHANGE RESOURCE ROOM

Room 102 A-B

Learn something new and rediscover the many facets of San Antonio’s creative sector at the Creative Exchange Resource Room where creative businesses, organizations, and individuals share information about their products, programs, and services. The Creative Exchange is open all day.

### STATE OF THE ART WITH MICHAEL MEHL

Mission Room

A special episode of *State of the Art* is being taped at Finding Ways to be broadcast on KLRN TV. As the only local television program exploring the interaction between artists, arts organizations, and art-related businesses making up San Antonio’s cultural industry, this *State of the Art* episode will capture the essence of the conference.

### THE CULTURAL COLLABORATIVE: A COMMUNITY PLAN FOR SAN ANTONIO’S CREATIVE ECONOMY

The Cultural Collaborative is an exchange of ideas and solutions for the future of San Antonio’s cultural resources. The public, private, and cultural sectors unite to better understand the issues facing the cultural sector and to share the responsibilities of implementing solutions. The Cultural Collaborative empowers San Antonians to shape the future of our local arts and cultural resources. You are invited to join this important journey!

### SUPPORT THE TCC!

Sponsor The Cultural Collaborative! Your tax-deductible contribution of any size will help support valuable research, community workshops, and implementation programs. Sponsors will be recognized in all promotional material associated with TCC and on OCA’s website. Your contribution to TCC supports the development of a unified vision for San Antonio’s arts and cultural community.

#### TO BECOME A SPONSOR, SEND A CHECK PAYABLE TO:

The Cultural Collaborative Fund, San Antonio Area Foundation, 110 Broadway, Suite 230, San Antonio, TX 78205  
For more information call OCA's Development Program Office on 210.207.5798 or email TCC@sanantonio.gov. Thank you for your support!

#### THE CULTURAL COLLABORATIVE STEERING COMMITTEE:

##### CO-CHAIRS

Edward D. Garza  
Nelson W. Wolff

John Adams  
Hope Andrade  
Melvin L. Brazier  
Thomas F. Cannon  
Hector Cardenas  
Mary Christine Castro  
Rosemary Catacalos  
Ramiro A. Cavazos  
William J. Chiego  
Lila Cockrell  
John L. Collet  
Mary P. Cruz  
Michael De La Garza  
Rita Elizondo  
Henry Feldman  
Bill FitzGibbons  
Roger O. Flores, Jr.  
Virginia Gill

Chave Gonzaba  
Malena Gonzalez-Cid  
Cathy Obriotti Green  
Ana M. “Cha” Guzmán  
Patricia Hawk Wing  
Jon Hinojosa  
Nettie P. Hinton  
Peter M. Holt  
Sterling Houston  
James C. Hu  
Cunneen Ingmundson  
Antoinette C. Jackson  
Joseph R. Krier  
Megan Kromer  
Claudia Ladensohn  
Jim LaVilla-Havelin  
James M. LeFlore  
William Lewis III  
James Lifshutz  
Malcolm Matthews  
Jim McNutt  
John Milam

Bruce Miller  
Debbie Montford  
Lew Moorman  
George W. Neubert  
Virginia S. Nicholas  
Al J. Notzon III  
Paula Owen  
Linda M. Pace  
Felix N. Padrón  
Jackie Pepper  
Aaronetta Pierce  
Rick Reyna  
Mark A. Richter  
Linda Rivas  
Rudi R. Rodriguez  
Ricardo Romo  
Richard Rosen  
Stephanie Sant’Ambrogio  
John Phillip Santos  
Leslie Sapadin  
Sylvia Schmidt  
Diane Simpson

Terry Smith  
Lionel Sosa  
Susan Spencer  
Joci Strauss  
Juan Tejeda  
Melvin Tennant  
Maria Elena Torralva  
Frank Villani  
Joe R. Villarreal  
Rebecca P. Waldman  
Marc Wiegand  
Clarence R. Williams,  
Colonel, USAF (Ret.)  
Kenneth L. Wilson  
Robert E. Zeigler

##### EXECUTIVE COMMITTEE

John Adams  
Thomas F. Cannon  
Rosemary Catacalos  
Ramiro A. Cavazos

Lila Cockrell  
Michael De La Garza  
Chave Gonzaba  
Malena Gonzalez-Cid  
Patricia Hawk Wing  
James C. Hu  
Megan Kromer  
Claudia Ladensohn  
William Lewis III  
Jim McNutt  
John Milam  
Debbie Montford  
George W. Neubert  
Paula Owen  
Felix N. Padrón  
Jackie Pepper  
Aaronetta Pierce  
Richard Rosen  
Frank Villani  
Marc Wiegand

#### THE CULTURAL COLLABORATIVE WISHES TO THANK:

[ArtPace] A Foundation for  
Contemporary Art | San Antonio  
The Cultural Alliance of San Antonio

Kelly USA Buisness Park  
San Antonio Business & Economics Society  
San Antonio Convention  
Facilities Department

San Antonio Technology  
Accelerator Initiative  
Texas Commission on the Arts



City of San Antonio  
Office of  
Cultural  
Affairs



City of San Antonio  
Department of  
Economic  
Development

# PROGRAM FINDING WAYS:

## A CONFERENCE ON ART, CULTURE AND ECONOMIC DEVELOPMENT IN SAN ANTONIO

Wednesday, November 12, 2003

Henry B. Gonzalez Convention Center

Mission Room

**Finding Ways** begins *The Cultural Collaborative: A Community Plan for San Antonio’s Creative Economy*. **Finding Ways** is an exchange of strategies for economic development through arts and culture.

AGENDA

7:30 - 9:00	<b>Pre-Conference Meeting of The Cultural Collaborative Steering Committee</b> Room 101 A-B (committee members only)
8:00 - 9:00	<b>Networking Breakfast and Visit the Creative Exchange Resource Room</b> Mission Room and Room 102 A-B
REVIVE: SYMPHONIC MORNING BY MUSICIANS OF THE SAN ANTONIO SYMPHONY	
9:00 - 10:45	<b>Welcome Remarks &amp; Keynote Address:</b> Mission Room Welcome: Mayor Edward D. Garza and Bexar County Judge Nelson W. Wolff Introduction: Dr. H. Randall Goldsmith, executive director, San Antonio Technology Accelerator Initiative Keynote: Dr. Richard Florida
REVIVE: POETRY SLAM BY SOL CITY SLAM POETS	
10:45 - 11:00	<b>Break and Visit the Creative Exchange Resource Room</b> (102 A-B) <i>The Rise of the Creative Class</i> will be available for purchase courtesy of The Twig Book Shop. Richard Florida will be available for book signing.
11:00 - 12:00	<b>Work Session I: Understand the Issues</b> Mission Room Local experts will give brief presentations about key trends and concerns in San Antonio's creative community. Topics include: <i>An Update on the Advances and Deficiencies of Public School Arts Education in San Antonio</i> , by Jon Hinojosa and Jim LaVilla-Havelin; <i>Attracting Entrepreneurs to San Antonio</i> by Lew Moorman; <i>¿Cultural Tourism or Touristic Culture?</i> by Pablo Miguel Martínez; <i>Involving The Creative Public</i> by James LeFlore; and <i>Between Projects: Maintaining Perspective While in Survival Mode</i> by George Cisneros.
12:00 - 12:15	<b>Break and Visit the Creative Exchange Resource Room</b> (102 A-B)
REVIVE: CARNAVAL DE SAN ANTO! BY THE URBAN-15 GROUP	
12:15 - 2:45	<b>Working Luncheon &amp; Work Session II: Next Steps</b> Mission Room Through facilitated discussion, this session will guide participants in a dialogue to exchange ideas and voice issues that are significant to San Antonio's cultural environment. The dialogue will be documented and compiled into a draft that will begin to articulate priorities for The Cultural Collaborative.
REVIVE: LA CINDERELLA AND RESURRECTION BLUES BY MAGIK CHILDREN'S THEATRE OF SAN ANTONIO	
2:45 - 3:00	<b>Closing Remarks</b> Mission Room Felix N. Padrón, director of the San Antonio Office of Cultural Affairs



KEYNOTE SPEAKER: DR. RICHARD FLORIDA

Carnegie Mellon’s Heinz Professor of Economic Development Dr. Florida gained international recognition for his best-selling book, *The Rise of the Creative Class*. Communities across the globe have embarked on new creativity strategies based on Dr. Florida's theories. Currently in its tenth printing, the book has stimulated an international debate about the causes and consequences of economic growth and its interrelationship with art and culture. *The Rise of the Creative Class* was awarded *Washington Monthly’s* 2003 Political Book Award and named by *Globe and Mail* as one of the year’s ten most influential books.

FACILITATORS

**RICHARD C. ALVARADO**  
**DIRECTOR OF CONSULTING SERVICES FOR THE NONPROFIT RESOURCE CENTER OF TEXAS**  
Prior to joining NPRC, Alvarado served as vice president for community initiatives and fund distribution for the United Way of San Antonio and Bexar County, and as president and CEO of the United Way of El Paso County where he raised over \$20 million in four campaigns. Alvarado has also served as director of neighborhood operations for the Community Action Agency in San Antonio. He earned a bachelor’s degree in history and government from Texas A & M University and studied public affairs at the Lyndon B. Johnson Graduate School of Public Affairs and the University of Texas at Austin.

**DON GOMES**  
**CONSULTANT, EXECUTIVE, EDUCATOR, BROADCASTER**  
New to San Antonio, Gomes has extensive experience directing nonprofit organizations in California, Indiana, and Utah. He has also worked as a senior manager in several financial institutions and directed a municipal department in San Leandro, CA. He is a theater actor, director, singer, guitarist, and an award-winning public broadcaster. In Utah, Gomes directed the Park City Arts Festival, the Ririe-Woodbury Dance Company, and founded the Egyptian Theater. He has taught courses in nonprofit management, public management, public relations, and business at the University of Utah and Indiana University. The Utah Humanities Council presented Gomes with the Friend of the Humanities Award in 1999. He earned a M.A. in theater from the University of Utah and a M.B.A. from Westminster College, Salt Lake City, UT.

**FLORENCE C. MACDANIEL**  
**EXECUTIVE DIRECTOR OF THE NONPROFIT RESOURCE CENTER OF TEXAS**  
While living in Arizona, Macdaniel served as the fine arts coordinator for the City of Temple’s Public Art Program, and as vice-chair of the Phoenix Arts Commission. She also consulted for the Arizona Commission of the Arts and assisted communities and arts organizations in planning, programming, fundraising and board development. After moving to San Antonio in 1997, Macdaniel worked for Magik Children’s Theatre and later as communications manager for the Kronkosky Charitable Foundation. In 2000 Macdaniel took the helm of the Nonprofit Resource Center of Texas, one of the largest management support organizations in the state. She holds a B.A. in theatre from Trinity University, San Antonio, and a M.A. in child drama with an emphasis on arts administration from Arizona State University, Temple.

PRESENTERS

**GEORGE CISNEROS**  
**TECHNOLOGY ARTIST AND COMPOSER**  
A 1981 NEA Fellowship recipient in New Genres/Conceptual Art, Cisneros’s career includes interests in technology, performance, percussion and community issues. He is a principal partner of DCCI, a San Antonio-based Internet company; president of VuTure Arts, a digital media production company; and the musical director of *Carnaval de San Anto*, a dance and percussion ensemble.

**JON HINOJOSA**  
**EXECUTIVE DIRECTOR OF SAY SÍ AND VISUAL ARTIST**  
Hinojosa is the founding member and co-chair of the San Antonio Arts in Education Task Force. The Task Force produced *The Arts Dynamic*, a survey and analysis of arts education programming in San Antonio-area schools during the 1999-2000 school year. Hinojosa directs SAY Sí, a multidisciplinary arts program for local high school and middle school students, and he is co-chair of the Cultural Alliance of San Antonio, a consortium of San Antonio’s cultural arts directors. Hinojosa is also a producing and exhibiting artist.

**JIM LAVILLA-HAVELIN**  
**YOUNG ARTIST PROGRAMS DIRECTOR AT THE SOUTHWEST SCHOOL OF ART AND CRAFT**  
LaVilla-Havelin is co-chair of the San Antonio Arts in Education Task Force. He is the director of the Young Artist Programs at the Southwest School of Art & Craft, and is a published poet and critic. He holds an M.S. degree in education from Bank Street College’s Museum Leadership Program, New York, NY. He was the first director of the San Antonio Children’s Museum.

**JAMES LEFLORE**  
**COORDINATOR OF THE CITY OF SAN ANTONIO PUBLIC ART AND DESIGN ENHANCEMENT PROGRAM**  
LeFlore is an artist and heads the City of San Antonio Public Art and Design Enhancement Program, a position he has held since 2002. He received a B.F.A. in sculpture from the Kansas City Art Institute in 1993, and has worked professionally in San Antonio on many private, public and non-profit arts projects for the last ten years.

**PABLO MIGUEL MARTÍNEZ**  
**WRITER AND ARTS CONSULTANT**  
Martínez is a writer and cultural advocate. He has served as a panelist for various regional and national funding agencies including the National Endowment for the Arts, the New Jersey State Council on the Arts, the U.S.-Mexico Fund for Culture, as well as the Ford, Rockefeller, and Mellon foundations. He has served as a consultant to various arts and cultural organizations, among them the Ministry of Culture of the City of Buenos Aires. Martínez is a recipient of this year’s Alfredo Cisneros Del Moral Foundation literary award.

**LEW MOORMAN**  
**VICE PRESIDENT OF STRATEGY & CORPORATE DEVELOPMENT FOR RACKSPACE MANAGED HOSTING**  
Moorman served as Rackspace’s vice president of marketing and strategic planning from April 2000 until January 2001, when he was appointed chief marketing officer. Before joining Rackspace, Moorman served in several positions at the strategic consulting firm of McKinsey & Company advising high technology clients on marketing and e-commerce strategy. Moorman received a B.A. from Duke University and a J.D. from Stanford Law School.